



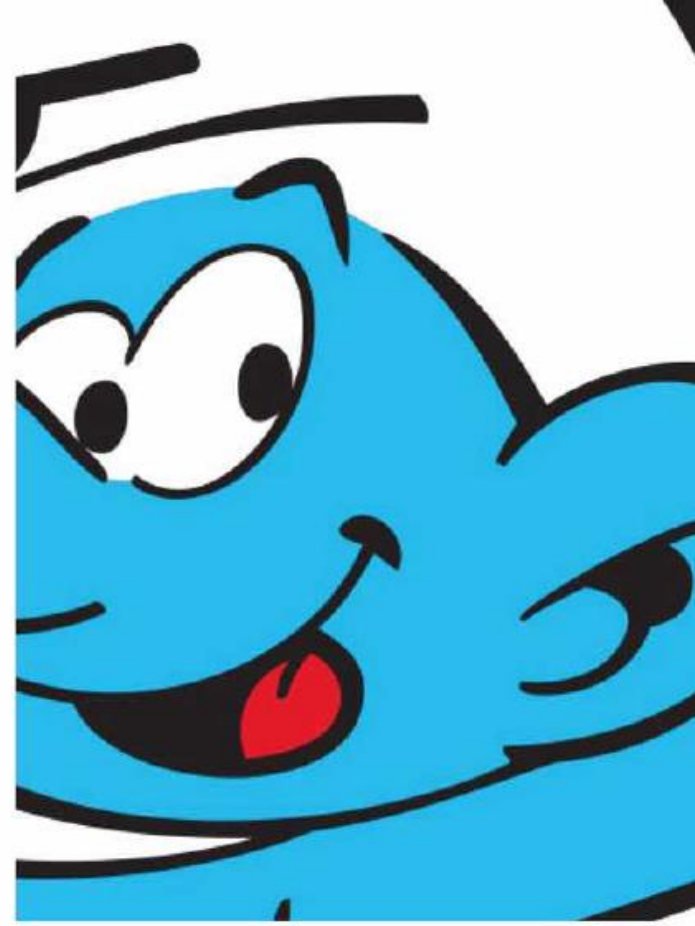
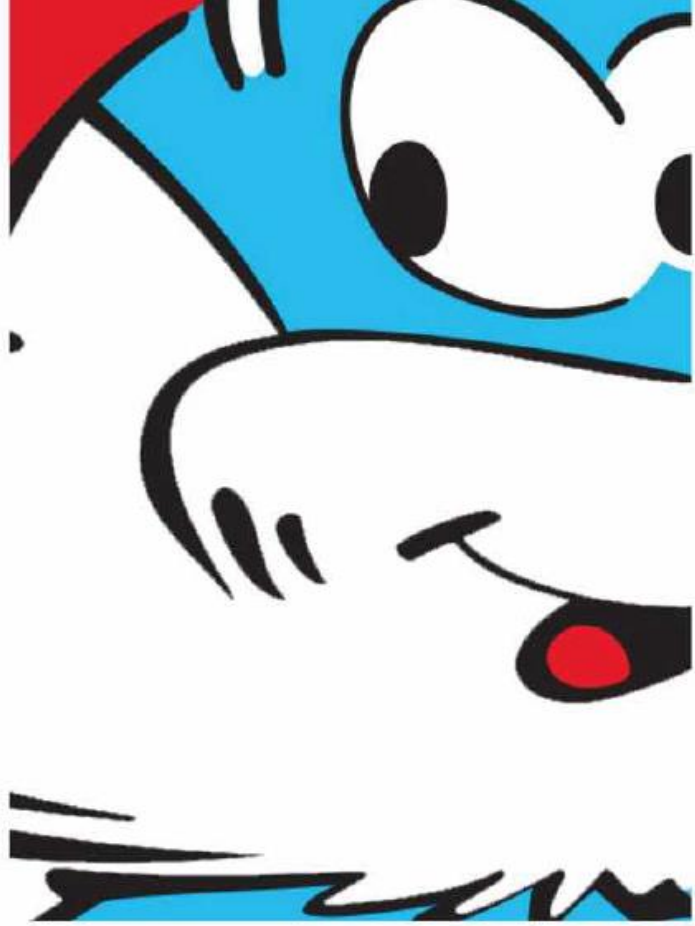
THE
SMURFS™



SMURFS

THE SMURFS UNIVERSE

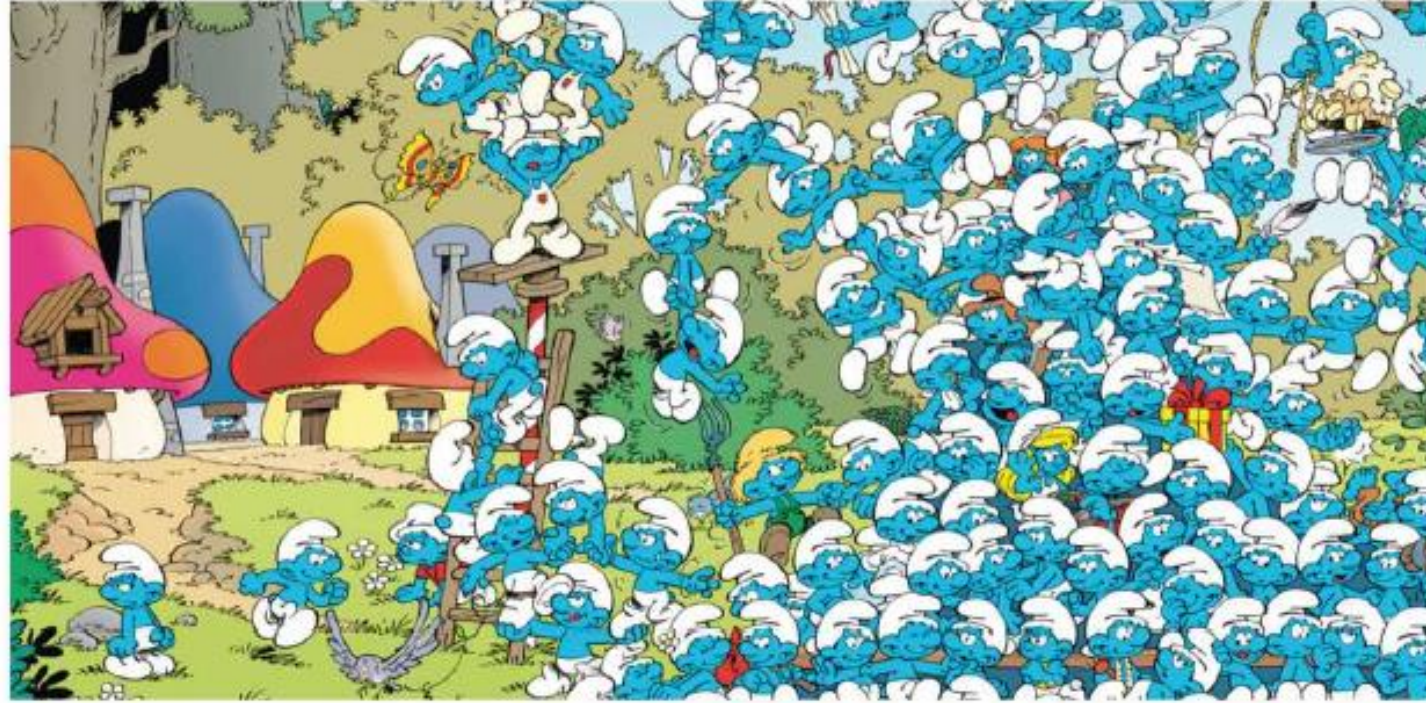
THE SMURFS™



BUILDING HAPPINESS SINCE 1958

THE SMURFS™

UNIVERSE





1st TARGET

Children from 5 > 10

2nd TARGET

Nostalgia/Transgenerational

TARGETS

THE
SMURFS

THE SMURFS

FRIENDSHIP

FUN

RESPECT

TOLERANCE

NATURE



FAITH IN THE FUTURE

VALUES

95%
Global brand
awareness

THE SMURFS™



A GLOBAL BRAND RECOGNITION



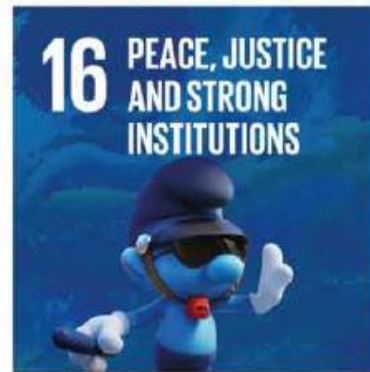
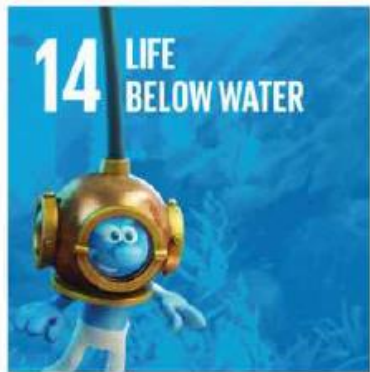
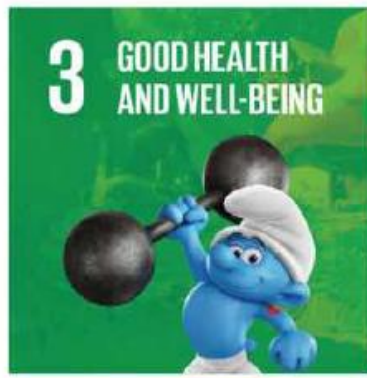
SMITHSONIAN



SMURFS

THINK BLUE THINK SMURFS
SDG's AMBASSADORS

SMURFS™



THE UN SUSTAINABLE DEVELOPMENT GOALS AMBASSADORS



SMURF THE PLANET

AMBASSADOR

WHY THE SMURFS AND THE UNITED NATIONS?

WE SHARE THE SAME VALUES

TOLERANCE, RESPECT, NATURE, FAITH IN THE FUTURE, FRIENDSHIP ...

THE SMURFS ARE A GREAT MESSAGE CARRIER FOR THE SUSTAINABLE DEVELOPMENT GOALS

1. APPEAL TO EVERY GENERATION, CHILDREN & ADULTS
2. POPULARIZE MESSAGES FOR EVERYONE
3. WORLDWIDE REACH

EVERYBODY LOVES THE SMURFS

THEY SPREAD EMOTION, HAPPINESS & LOVE EVERYWHERE



CONCRETE ACTIONS



WORLDWIDE BEACH CLEANUP DAY



UNIVERSAL YOGA DAY



WILD LIVE PROTECTION



ASSOCIATIONS FOR PEOPLE WITH A DISABILITY

SI VOUS FAITES
LE DÉPISTAGE,
FAITES-LE
SCHTROUMPHEMENT*



POUR UN DÉPISTAGE GRATUIT - ENTRE 50 ET 69 ANS - DÉPLIEZ

VOUS DÉCOUVRIREZ SI VOUS ÊTES SENSIBLE AU CANCER DU SEIN

thinkpink

**BREAST CANCER
PREVENTION**



**CHARITY
CAMPAIGNS**



THE SMURFS™

52 x 11 minutes

3D CGI

PURE SMURF DNA FROM COMIC BOOKS :

Target age 5-10 Y

SUMMER 22



BRAND NEW TV SERIES

LOOKING FORWARD TO HAVE YOU ONBOARD